

Design Objectives:

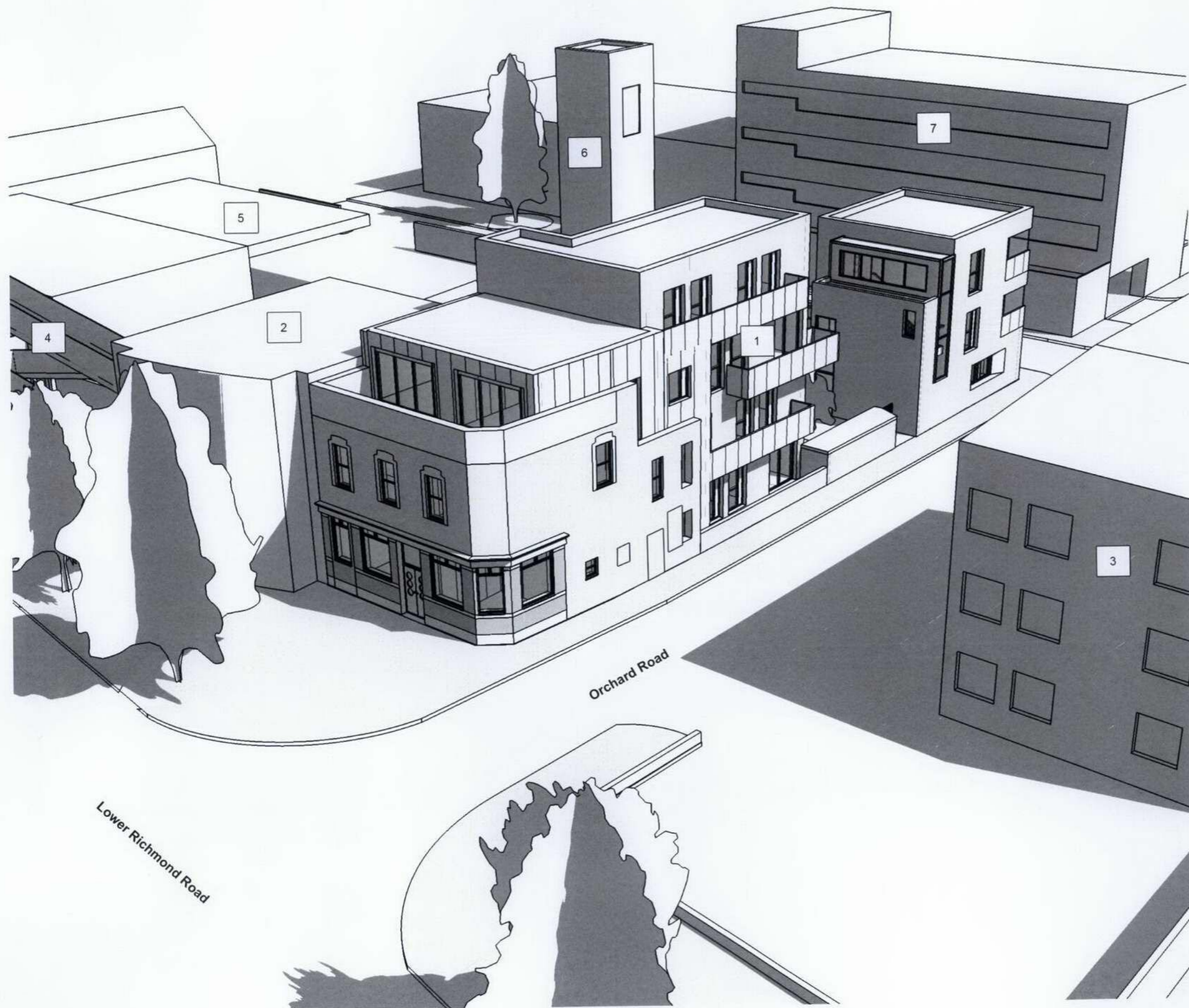
15. To redevelop the site to provide a high quality residential scheme that will enhance the visual character, coherence and quality of the area.
16. Respect the importance of the existing building of Townscape Merit, and the neighbouring properties.
17. To respond to the streetscape, boundary lines and ensure that the site is safe and secure for all users.
18. To create new good quality homes that will contribute towards creating a sustainable and diverse community that can meet the changing needs of its population.

Amount:

19. Accommodation is arranged around a central courtyard and covers 74% of the site footprint. The accommodation provides 9 private units comprising of six 2 bedroom units and two 1 bedroom units and one 1 bedroom wheelchair accessible unit with a total of 24 habitable rooms and an overall density of 651 habitable rooms per hectare.
20. This would provide 33% small units on the site which is in line with discussion at pre-application stage.
21. Each of the units is provided with private amenity space in the form of a terrace or balcony. In addition there is the communal amenity space at ground floor in the form of a shared landscaped courtyard and provision for secure and sheltered storage for 9 bicycles.

Design Principles / Strategy:

22. The change of use on the site will enable the property to be utilised as private staff accommodation for Young's Brewery bringing occupants and human activity back into the area.
23. In response to the site conditions the proposals have been developed to define a sense of place and character that is otherwise lacking. To achieve this the proposals seek to both preserve and enhance the existing Building of Townscape Merit, retaining the majority of the building facade and contributing towards the preservation of the local character of the area.
24. The new build elements of the scheme rise between 3 and 4 stories which respond to the massing and scale of the context of the adjacent buildings to the East and West which rise between 2 and 4 storeys plus a pitch roof.
25. A courtyard sits in the centre of the site maintaining outlook from the neighbouring properties and allowing daylight into the centre of the site.
26. A building edge is adopted along Orchard Road, and Garden Road delineating the street frontages and framing the street corners.
27. The scheme aims to provide a feeling of ownership and identity for the occupants by carefully defining the boundary conditions of public and private areas and encouraging passive surveillance.



Layout and Massing:

- 28. The massing is organised into two blocks that are located at the North and South end of the site. These corners provide a strong edge to the site boundary and help define clear street edges.
- 29. Between the two blocks is a communal courtyard alleviating the massing and allowing daylight into the heart of the scheme and the neighbouring properties.
- 30. The taller Northern block on the corner of Lower Richmond Road and Orchard Road incorporates the existing facade and openings of the public house. In particular the existing entrance into the pub is maintained and used as the communal entrance into the duplex's.
- 31. A new third storey is located on top of the existing building and set back from Lower Richmond Road reducing its impact on the streetscape and providing the opportunity for private amenity space at second floor level.
- 32. The window openings respond to the 2 units behind and the size encourages maximum day lighting levels on what is a North facing facade.
- 33. The footprint of the Northern block is defined by the site boundary on 3 sides and the extent of the neighbouring residential property on the 4th. A clear relationship lies between the edge of the two building facades and their respective amenity space to the South. This aligning of facades seeks to minimise the impact of the proposals on the neighbours outlook and day-lighting.

Key:

- 1. Development site with 3-4 Storey housing
- 2. 2-3 Storey housing
- 3. 3 storey plus pitch roof offices with car park to front
- 4. Footbridge over road
- 5. Fire Station
- 6. Fire station training tower
- 7. Vacant 4 storey offices with current planning application

34. Similarly the Southern block seeks to minimise its impact by only rising 3 stories and pulling the external facade away from the boundary to the West at 1st and 2nd floor levels. The stairwell is also envisaged as being partially clad in translucent glazing to allow views and daylight through.

35. Between the two blocks is a courtyard which provides access to all the flats. The courtyard will be designed with hard and soft landscaping encouraging ecological diversity and improved air quality.

36. Within the courtyard are provisions for cycle stores, refuse and recycling points and letter boxes all contributing to increased pedestrian activity and encouraging passive surveillance to the communal entrance points.

37. The edge of the courtyard is delineated by a garden wall that flows into the existing and proposed buildings. This element encompasses the entire site maintaining the continuity of the boundary condition throughout and forming a permeable edge to the principle shared entrance.

38. The Northern building sets back from the edge of Orchard Road allowing the opportunity for projecting balconies that slot between the existing facade and the proposed facade creating a layering and transition between the old and the new.

Materials and Appearance:

39. The existing building is a brick London Stock façade with glazed red bricks marking the principle public house entrance at lower level and white render coping to the upper storey. The palette of materials for the new development will be simple and restrained to complement the existing façade.

40. A clear definition between the old and new structure will be made. We intend to use a very crisp and clean yellow stock brick for the principle cladding material that is similar in colour to the existing brick but that is clearly a new addition to the building.

41. The balconies will be clad in a dark rainproof cladding in a contemporary manner and a controlled use of colour will be used on key points such as entrance ways, circulation and private balconies.

Images clockwise from top left:

1. Housing in Amsterdam, showing black cladding material similar to proposed balcony details



42. The development is seen as mature and a permanent addition to the existing building and environment and an opportunity to demonstrate how the old can work along side the contemporary.

Sustainability:

43. It is the intention to develop the site and at the same time reduce the carbon footprint of the site by implementing energy efficiency measures, incorporating low carbon emission technologies and utilising renewable energy systems as appropriate.

44. The scheme aims to achieve Code for Sustainable Homes level 3 with at least a 10% reduction of carbon emissions as stipulated by the GLA.

45. Please refer to the enclosed Code for Sustainable Homes and Energy Assessment.

Amenity and Landscaping:

46. At the ground floor amenity space will be provided in the form of a communal hard landscaped courtyard. In addition each of the units has a private terrace or balcony overlooking the street.

Site Security:

47. The site has been developed using the principles of Secure by Design. Factors such as passive surveillance, secure entry points to communal areas, well lit public spaces, reduced blind spots and defined boundaries to delineate between the private and the public realm have been developed as integral to the scheme.

Refuse and Recycling:

48. The space for refuse and recycling storage has been developed in line with Richmond Council. Each of the units will have access to secure refuse and recycling stores from the courtyard.

49. Seven 240 litre recycling bins and one 360 litre bin will be accommodated. These secure stores have been incorporated into the overall scheme design and form the boundary wall between the ground floor courtyard and the street. All refuse points are within the maximum distance permitted by Richmond refuse collection.

Acoustic Control

50. The Acoustic report has recommended that each unit be mechanically ventilated to control the noise levels from Lower Richmond Road.

51. Acoustically attenuated panels have also been utilised to allow for ventilation. Please refer to the Acoustic Report for further details.

Consultation with the Planning Department:

52. A pre-planning application meeting was held on the 12th of November 2008 with case officer Sarah Jones. Following this a planning application REF: 09/0918/FUL was submitted.

53. An additional meeting was held on the 23rd July at the council to discuss the comments received during the consultation process and the neighbours objections regarding outlook and daylighting.

54. The application was then withdrawn and there have been continued discussions with the case officer in order to provide the best solution for the revised application.

55. The impact on the neighbours outlook has been reduced greatly from the previous application by removing a 4 storey staircase from the boundary and instead maintaining the existing single storey wall.

56. The footprint of the block to the South of the site has also been reduced and the facade pulled away from the boundary in question at the upper levels.

57. From the discussions with the case officer it was understood that the existing facade should be incorporated into the design and that a 4 storey massing set back from the principle facade along Lower Richmond Road would be an appropriate solution.

58. It was also discussed during the meeting that 33% small units was adequate and the scheme has been amended to meet this provision. Due to the small size of the units, on site parking would not be necessary.

Design Standards:

59. The following design standards have been employed while developing these proposals:

- Code for Sustainable Homes (Level 3)
- Lifetime Homes
- Richmond Councils Sustainable Construction Checklist
- Secure by Design
- Draft Residential Standards SPD

Schedule of Accommodation:

Unit Areas	Unit Type	Area sqm*
Unit 1	1 Bedroom WC Flat	63
Unit 2	2 Bedroom Flat	64
Unit 3	2 Bedroom Duplex	95
Unit 4	2 Bedroom Duplex	102
Unit 5	1 Bedroom Flat	50
Unit 6	2 Bedroom Flat	64
Unit 7	1 Bedroom Flat	50
Unit 8	2 Bedroom Flat	64
Unit 9	2 Bedroom Flat	62
Subtotal		569
Internal Circulation		100
TOTAL		669

Amenity Areas	Area sqm
Communal Courtyard	57
Unit 1	6
Unit 2	10
Unit 3	9
Unit 4	11
Unit 5	4
Unit 6	8
Unit 7	4
Unit 8	7
Unit 9	10
TOTAL	126

*Areas based upon gross internal area from internal face of external walls and party walls, including voids & staircases.

Images:

1. Opposite page: Aerial view showing the existing facade and proposed building and landscaped courtyard. The dotted red line shows the extent of the existing building.





Images:

1. Opposite page: View showing how the proposals sit behind the retained facade of The Shakespeare Public House
2. This page: View from corner of Garden Road and Orchard Road at street level





